MANAGEMENT AND ADAPTATION OF HUMAN RESOURCES TO THE CURRENT NEEDS OF SPECIAL STATUS PUBLIC OFFICIALS

Neta-Ionelia ŞAPTEBANI¹, Marian MOCAN², Alexandra COROIAN³, Claudiu ARDELEANU⁴, Cosmina BRATOSIN⁵, Mihai ARDELEAN⁶, Dragoş BORUGĂ⁷

Rezumat. Human resource management, in the integrated systemic approach of the modern organization, is one of the most important aspects of organizational management since human resources are a vital source of energy for the institution, arguably its most important resource. Effective human resource management can directly lead to increased job satisfaction, positive motivation, loyalty to the institution, significant adherence to the institution's vision and mission, and the establishment of a conducive working climate. All these factors contribute, provided other conditions are met, to the efficiency of the organization in achieving its objectives.

Abstract. The questionnaire survey conducted among 172 respondents from Romanian Customs Authority (RCA) demonstrates the significant importance of this profession, which confers a special status and highlights the interest in the continuous improvement of career management activities in relation to the needs of public officials with special status. This is done from the perspective of a global approach to customs activities, focused on a proactive approach to address geopolitical challenges, but especially the advancement of technology and artificial intelligence.

Keywords: customer, import, export, electronic commerce, products

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¹Ph.D. Student, Engineer, Faculty of Management in Production and Transportation, Politehnica University of Timisoara, Timisoara, Romania, (neta-ionelia.saptebani@student.upt.ro).

²Prof., PhD, Faculty of Management in Production and Transportation, Politehnica University of Timisoara, Timisoara, Romania, (marian.mocan @upt.ro).

³Ph.D. Student, Engineer, Faculty of Management in Production and Transportation, Politehnica University of Timisoara, Timisoara, Romania, (alexandra.coroian@student.upt.ro).

⁴Specialist, Romanian Customs Authority, Bucharest, Romania (ardclaudiu@gmail.com)

⁵Specialist, Romanian Customs Authority, Bucharest, Romania (cosminaflorentinabratosin@gmail.com).

⁶Ph.D. Student, Engineer, Faculty of Management in Production and Transportation, Politehnica University of Timisoara, Timisoara, Romania, (mihai-constantin.ardelean@student.upt.ro).

⁷Student, West University of Timișoara, Faculty of Psychology and Sociology, (dragos.boruga02@e-uvt.ro).